

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANT(S) : Calabria et al.

TITLE : SERVER-BASED KEYWORD ADVERTISEMENT MANAGEMENT

APPLICATION NO. : 10/743,520

FILED : December 19, 2003

CONFIRMATION NO. : 7681

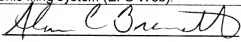
ATTORNEY DOCKET NO. : A3360Q1-US-NP  
XERZ 2 00688

Commissioner for Patents  
U.S. Patent and Trademark Office  
Alexandria, VA 22313-1450

EFS TRANSMITTAL LETTER

Dear Sir:

In connection with the above-identified application, transmitted herewith are the following:

|   |  |
|---|--|
| <input type="checkbox"/> New Patent Application, including Transmittal<br><input type="checkbox"/> Utility <input type="checkbox"/> Design <input type="checkbox"/> Prov. <input type="checkbox"/> Cont. <input type="checkbox"/> CIP<br><input type="checkbox"/> Div. <input checked="" type="checkbox"/> RCE <input type="checkbox"/> 371 Submission<br>pages of Specification<br>16 pages of Claims (57 total claims 5 independent claims)<br>pages of Abstract<br>sheets of Formal / Informal Drawings<br>(Figures )<br><input type="checkbox"/> Declaration and Power of Attorney<br><input type="checkbox"/> Preliminary Amendment<br><input type="checkbox"/> Claim for Right of Priority: App. No.: filed:<br>which claims Priority to App. No.:<br>filed:<br><input type="checkbox"/> Request & Certification Under 35 U.S.C.<br>122(b)(2)(B)(i) | <input type="checkbox"/> Information Disclosure Statement, including PTO Form 1449 and Number of References (if required)<br><input type="checkbox"/> Response to Notice to File Missing Parts<br><input checked="" type="checkbox"/> Amendment (due: January 3, 2009)<br><input checked="" type="checkbox"/> Petition for 3 Month Extension of Time<br><input type="checkbox"/> Response to Notice to File Missing Requirements<br><input type="checkbox"/> Response to Restriction Requirement<br><input type="checkbox"/> Petition Specify Type<br><input type="checkbox"/> Notice of Appeal<br><input type="checkbox"/> Appeal Brief<br><input type="checkbox"/> Issue Fee and <input type="checkbox"/> Publication Fee<br><input type="checkbox"/> Other: Specify |
| <input checked="" type="checkbox"/> One or more fees may be paid via credit card through the electronic filing system (EFS-Web) in association with this submission. If any additional fee is determined to be due as a result of the filing of this submission, the Commissioner is hereby authorized to charge any such additional fees associated with this submission to Deposit Account Number 06-0308.  |  |
| <input checked="" type="checkbox"/> Should any extensions of time under the provisions of 37 CFR 1.136(a)(1)-(5) be required for this submission, the Commissioner is hereby authorized to charge any such extension of time fees to Deposit Account Number 06-0308.  |  |
| <input checked="" type="checkbox"/> This submission is being filed on the date indicated below by electronic transmission with the United States Patent and Trademark Office via the electronic filing system (EFS-Web).  |  |
| April 2, 2009<br>Date   | <br>Alan C. Brandt, Reg. No. 50.218   |